

# Jason W. Meeker

Austin, TX

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More than 15+ years of experience in marketing, public relations and corporate communications with a sharp mind for developing creative solutions, an uncommon ability to adapt to change, and exceptional leadership and people skills.

## EXPERIENCE

### **Director of Marketing and Communications at AgencyKPI • Austin, TX • 2020-2023**

- Establish brand personality by ensuring all content is on-brand, consistent in style, quality, and tone of voice
- Make and manage all content by gathering insights from subject-matter experts in order to develop key messages and value propositions, compose web content, create demo videos, write data sheets, and stock a content library
- Manage all public relations efforts, such as the launch out of stealth mode and Series B funding and others, by writing press releases, managing distribution, pitching directly to targeted reporters and coordinating interviews
- Build visual brand by working with designers to establish brand guidelines, create corporate and product logos, choose colors and fonts, develop user interface icons, and create other graphic elements to ensure the AgencyKPI brand is properly and consistently implemented
- Create improved corporate website using the Squarespace platform to make the process of creating and updating content faster and much easier
- Originate and manage the AgencyKPI Blog and Podcast by interviewing industry leaders and C-level executives and creating insightful and engaging content to greatly increase website traffic
- Build social media presence by leveraging blog and podcast content, and creating remarkable posts to significantly grow social media audience on LinkedIn and gain awareness among industry leaders
- Collect, analyze, and report on content marketing success using Squarespace data and Google Analytics to measure content popularity and ensure site traffic growth
- Launch the corporate email database and compose customer-facing emails, including product updates and downtime alerts to ensure customers are provided important information in a timely manner
- Build a Knowledge Base using the HappyFox platform to create a secure portal for 'how-to' content and demonstration videos, so users can find solutions without contacting the Help Desk

### **Marketing and Public Relations Consultant at Meeker PR & Content • Austin, TX • 2011-2020**

- Devise and execute press relations campaigns by writing and distributing press releases to television, radio and print media reporters, and coordinating interviews to gain news coverage, raise public awareness or change public opinion
- Craft content for websites, blogs, infographics, presentations, and social media by working with subject-matter experts to gather insights and information inform, persuade or influence readers
- Write copy for print ads, radio spots, video scripts, annual reports, brochures, catalogs, direct mail, or executive presentations by working with clients to develop messaging and write copy to inform, persuade or influence readers to follow a call-to-action
- Orchestrate complex public outreach campaigns by building alliances with key influencers and community leaders, holding public meetings, and meeting with officials in order to build public support
- Serve as a spokesperson by going on-the-record and off-the-record with reporters to ensure clients' stories are accurately represented in news coverage
- Provide crisis communications counsel by gathering facts, writing press statements, and preparing clients for interviews to help them gain confidence before facing questions from reporters
- Manage social media accounts for clients by monitoring posts, responding to comments and questions, and ensuring social media helps build support or influence opinions

**Digital Marketing Content Editor at Dell • Round Rock, TX • 2010-2011**

- Write content for various Dell websites by working with subject-matter experts, brand managers and product managers to identify key marketing messages in order to inform or persuade readers to buy Dell products or services
- Develop lead generation campaigns for specific Dell technology sites by working with marketing managers and art directors to come up with creative concepts for banner ads, landing pages or gated content to create a sales funnel

**Senior Marketing Copywriter at Charles Schwab • Austin, TX • 2009-2010**

- Develop creative concepts by working with team members to create winning campaigns to promote Charles Schwab financial and retirement planning services
- Write copy for brochures, collateral pieces, emails, and websites by working with marketing managers to identify features and advantages that persuade customers to switch to Charles Schwab
- Produce online video content by writing scripts, casting spokespersons and editing video to clearly explain how customers can open a 401K account and plan for retirement

**EARLY PROFESSIONAL EXPERIENCE**

Senior Copywriter at SicolaMartin • Austin, TX • 1997-1998

Adjunct Professor at The University of Texas, College of Communication • Austin, TX • Summer 1997

Copywriter at Staats Falkenberg & Partners • Austin, TX • 1994-1996

Advertising & Communications Specialist at IBM • Austin, TX • 1993-1994

Copywriter at Anderson Fischel Thompson/J Walter Thompson • Dallas, TX • 1992-1993

**CLIENTS SERVED**

3M, AMD, Best Buy, Charles Schwab, Cisco, ConocoPhillips, Corner Bakery Cafe, Dell, IBM, MileStone Community Builders, Motorola, SWBC, and many more

**AWARDS**

Platinum Award, Annual Report, League of American Communications Professionals

Award of Distinction, Annual Report, The 34<sup>th</sup> Creativity Annual

Award of Excellence for Annual Report Writing, APEX Awards

Gold Addy, Marketing Materials, Austin Advertising Federation

Bronze Addy, Direct Marketing, Austin Advertising Federation

Silver Addy, Business/Trade Publication Multi-Page, Austin Advertising Federation

Silver Addy, Business/Trade Publication Campaign, Austin Advertising Federation

Award of Excellence, Marketing/Sales Promotion, IABC Best of Austin Awards

Award of Excellence, Campaigns/Corp. Advertising, IABC Best of Austin Awards

The Mikey Creative Excellence Award, Radio, J. Walter Thompson Recruitment Advertising

Silver Star, Creative Excellence in Agriculture Broadcasting, Nat'l Assoc. Farm Broadcasters

**CIVIC**

Board Member, Dyslexia Center of Austin, 2019-Present

President, Great Hills Homeowners Association, 2014-2023

Commissioner, City of Austin Zoning and Platting Commission, 2011-2014

**EDUCATION**

Bachelor of Journalism, The University of Texas at Austin